\$1,000,000 for the Public A Sweeping 20% Reduction on \$5,000,000 Worth of Auto Supplies

Including TIRES and TUBES—and PARTS for FORD CARS

To Initiate a General Movement to Lower Prices Throughout this Industry

IMULTANEOUSLY with this announcement, the newspapers of thirty principal cities of the United States will spread broadcast the news to the motoring public that every item at every branch of the Times Square Auto Supply Co. and at all Timesco Dealers East of the Rockies, will be reduced a full TWENTY PER CENT from the present low

prices in the Timesco Catalog printed Sept. 1st, to initiate a broad movement to lower prices throughout the entire accessory industry.

The sole exceptions will be a few articles on which the manufacturers make a restricted resale price. And these will be included as soon as the manufacturers consent to lower prices.

Shall Prices Be Lowered?

Lowering Prices to Establish Lower STANDARD Prices

THE entire success of the Times Square Auto Supply Co. and Timesco Dealers, forming the greatest auto supply distributing system in the world, has been built upon the motoring public's acceptance of its policy of fair prices on standard quality merchandise. The Times Square Auto Supply Co. therefore feels it to be virtually its duty to initiate the first general movement for lower prices and economy.

It is hoped that the force of this movement, its national influence, its great economic weight, will prevail upon all makers of standard accessories to initiate similar price reductions so that these lower prices may become standard throughout the industry.

It Is Up To You!

BUT the entire effectiveness of this movement depends upon the public's response. It is up to you—to every motorist—whether it shall be a success. We are not manufacturers. We are distributors. And while we are willing to contribute a million dollars to inaugurate this movement for price-economies, the reductions can last only as long as our dealers' stocks and ours last, unless the public response influences manufacturers to lower the prices of auto supplies—a step already taken by one leading concern in the accessory industry, the American Chain Co., makers of Weed Chains.

To pay more than Timesco prices now is deliberately to support higher costs!

Make the Most NOW of Your Opportunity!

TAKE your Timesco Catalog—or write for one, if you haven't it. Make a full list of your needs—put down what you will need for some time to come—deduct 20% from the prices—and make it your first business tomorrow to place your order for these supplies with the Timesco Dealer nearest to you. Don't forget that the items most in demand will go fastest—and that even an immense stock like this is likely to be exhausted on some items in a short time.

This is the public's opportunity—and yours. For its present economy and its effect on future prices, make the most of it NOW!

TIMES SQUARE AUTO SUPPLY CO., INC.

The Sign of A National Service



If it's for the Auto we have it

OVER 7,000 standard accessories and parts can be purchased through the nation-wide chain of Timesco Dealers. Every dealer quotes the same fair prices, carries the same standard quality supplies, and guarantees satisfaction or money back.

World's Largest Distributors of Auto Supplies

BROADWAY at 56TH ST · 78 NASSAU ST ·

NEW YORK CITY

90 CHAMBERS ST.

BROOKLYN, N. Y. 1060 Flatbush Avenue

YONKERS, N. Y. 38 Warburton Avenue NEWARK, N. J. Broad near Market Street

DISTRIBUTING BRANCHES

Albany .	50.00		82.	
Baitimore	100		0	Cor. Howard & Franklin Sta
Boston .				159 Massachusetts Ave
Brooklyn				1060 Flatbush Ave
Buffalo				917-919 Main St
Burlingto	n. I	OW	a	Cor. Main and Valley St
Chicago	121	10 W	Mi	ichigan Ave.—3900 Sheridan Rd it Jackson Boulevard

Columbus, C)h	io					137 S. High St.	3
Dallas .	9				C	OII	merce & Harwood Sts.	3
Des Moines				2			9th & Locust Sts.	1
Kansas City	A.	to.					. 14th & Grand Ave.	5
*Los Angele	•	P.					941 S. Los Angeles St.	
Memphis					8		. Monroe & 4th Sta.	\$
Milwaukce					600		, Cor. Wells & 2d Sts.	
Minneapolis		10	6	20			. 1229 Hennepin Ave.	9
Newark .							Broad near Market St.	3
							Broadway at 56th St.	
New York	\$0	i.	•				78 Nassau St. 90 Chambers Street	2

Philadelphia	ğ,							Broad & Vine Sts.
Pittsburgh								414 Wood St.
Providence							Fo	untain & Aborn Sts.
Rochester								. 121-123 East Ave.
San Francis	co				64	79		. 753 Mission St.
St. Louis	-	-	30	B	10			1129-1131 Locust St.
St. Paul .								. 118 West 6th St.
Sioux City		-						6th & Nebraska Sts.
Toledo		16		٠,				804 Madison Ave.
Tulsa								213 East Boston St.
Wichita .								. 140 No. Main St.
Yonkers .	33	33	3	- 3	6			38 Warburton Ave.
* marks	ci	114		sot	a	700	te	d by reductions.

MAIL ORDERS FILLED! If there is no Timesco Dealer near you, mail your order to our nearest distributing branch. Mail orders will be given prompt attention and are subject to our unqualified guarantee of satisfaction or money refunded. Catalog mailed free upon request.

To Timesco Dealers

WHOLESALE prices, with exceptions as noted, will also be subject to a corresponding reduction to enable all Timesco Dealers, wherever located, to meet all demands at the lowered prices.

Become a Timesco Dealer Now

AUTO accessory dealers, garages, hardware merchants and men seeking to establish a profitable business of their own on a limited capital can take advantage of this great movement by becoming Timesco dealers.

Send for the Timesco Dealer Plan. Secure the Timesco agency now. Take advantage of these great price reductions and command the trade of your locality against all competition.